

fashion calendar

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4/8/57

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1957

8 EAST 77th STREET
NEW YORK 21, N. Y.
TRAFALGAR 9-2343

17th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

january - 1958						
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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING SATURDAY, APRIL 6, 1957</u>			
Friday April 5 12:00 Noon Luncheon	FASHION SHOW OF SYNTHETIC MATERIALS Press preview of fashions in Italian synthetic fabrics made from Castor bean oil. (Rilson), manufactured by Snia Viscora of Milano. For press and buyers, by invitation. Publ: Will Gagen at Fashion Bureau, MU. 8-7966.	SNIA-VISCORA OF MILANO	HOTEL SAVOY PLAZA LE CHATEAU - 11TH FL.
Saturday April 6 1:30 P.M. Luncheon	BENEFIT BRIDGE AND FASHION SHOW Annual Spring Fashion Show for benefit of Alumnae Association of College of Mt. St. Vincent; clothes available at Tailored Woman. Reservations--\$3.00. Contact: Mrs. Bernard Sheridan, FA. 4-0698. Publ: Belle Gillis, MU. 8-6800.	THE TAILORED WOMAN	WALDORF-ASTORIA GRAND BALLROOM
<u>WEEK BEGINNING MONDAY, APRIL 8, 1957</u>			
Monday April 8 5:00 P.M.- 7:00 P.M. Smörgasbord	PRESS PREVIEW OF FASHIONS A showing of Summer and Fall daytime and sportswear fashions designed by the Swedish Ambassador Count Sigvard Bernadotte, exclusively for the Alamac Knitting Mills. Also, an exhibit of furniture and home accessories. By invitation. Contact: Haydon Ross at Alamac, OX. 5-1445. Publicity: Will Gagen or Kurt Ross, Fashion Bureau, MU. 8-7966.	ALAMAC KNITTING MILLS (1412 BROADWAY)	SWEDISH BUILDING 8 EAST 69TH STREET
Monday April 8	PRESS PREVIEW OF SILK TEXTILES Exhibit of silken textiles of Manchu Dynasty (1644-1911) and Chinese-influenced European silks of the 18th, 19th and 20th centuries. <u>Open to public</u> , beginning Tues., April 9. Contact: JU. 6-4904.	SCALAMANDRE MUSEUM	20 WEST 55TH STREET
Beginning Monday April 8	OPENING OF BOYS' FALL COLLECTION Hi-Line will present their "Beau Brummel" look for little gentlemen, and the "Hudson Bay" look in sportswear, sizes 12 mos. - 12 yrs. By appointment only. Publicity: Ruth Shaw, WI. 7-2562.	HI-LINE	112 WEST 34TH STREET SHOWROOM - 8TH FLOOR
Beginning Monday April 8	OPENING OF GIRLS' FALL COLLECTION "Gas-Light" era--the Shepardess Fall collection interpreted in 3-6x and 7-14 sizes. By appointment. Publicity: Ruth Shaw, WI. 7-2562.	IRVING SHEPARD	112 WEST 34TH STREET SHOWROOM - 8TH FLOOR
Tuesday April 9- May 26	INTERNATIONAL WATER COLOR EXHIBIT An exhibit of international water colors. <u>Press preview: Mon., April 8</u> , from 11:00 A.M.; cocktails 4:00 P.M. - 5:30 P.M. Contact: Evaline M. Clark, NE. 8-5000.	BROOKLYN MUSEUM	EASTERN PARKWAY BROOKLYN

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 9 1:00 P.M.	EARLY FALL COLLECTION Mr. Mort's early Fall collection for Juniors, designed by Lee Evans. By invitation only. Also, April 10, 11 at 1:00 P.M. Contact: Jean Ring, OX. 5-4760.	MR. MORT, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday April 9 4:00 P.M. Tea or Cocktails	AFTERNOON SHOWING OF SPRING FASHIONS "Wedding Parties"--showing of dresses by Leonard Arkin; children's fashions by Joseph Love; and bridal clothes by Belle Bride. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	THREE DESIGNERS	HOTEL PIERRE COTILLION ROOM
Tuesday April 9 4:00 P.M. Champagne	PRESS PREVIEW OF MEN'S SWEATERS DuPont will preview their "Orlon" men's sweaters. By invitation only. Contact: Rita Miceli, LO. 3-6400, Ext. 315.	DU PONT	HOTEL GOTHAM MAIN BALLROOM
Tuesday April 9 5:00 P.M.- 7:00 P.M. Cocktails	OPENING OF NEW DEPARTMENT Mark Cross will open their new Executive-Office-Accessories Dept. Open to press, interior decorators and designers. By invitation only. Contact: Ruth Mitchell at Mary Marsh Assoc., PL. 7-5809.	MARK CROSS	707 FIFTH AVENUE
Beginning Tuesday April 9	OPENING OF ADVANCE FALL COAT COLLECTION Opening of Originala's advance Fall coat collection. By appointment only. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Tuesday April 9 4:00 P.M.- 7:00 P.M. Cocktails	OPENING OF NEW SHOWROOM A showing of newly designed fabrics for Spring. Press and buyers, by invitation only. Contact: David Martin, MU. 8-2050. Publicity: Virginia Macauley, MU. 8-2050.	J. H. THORPE & CO.	425 E. 53RD STREET 5TH FLOOR
Wednesday April 10 10:30 A.M. Brunch	PRESS PREVIEW OF NEW PAINT Introduction of a new paint discovery, "Decor-X", to the press. By invitation only. Contact: Ted Materna, GR. 7-8862.	BREINIG BROS., INC.	HOTEL SHERATON-ASTOR COLLEGE HALL ROOM
Thursday April 11 12:30 P.M. Luncheon	SHOWING OF LEATHER FASHIONS "Easter Parade of Leathers"--luncheon showing of shoes and accessories, available at Bonwit Teller. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Leather Industries' Publ: Billie Gould, MU. 6-7956. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	LEATHER INDUSTRIES OF AMERICA	HOTEL PLAZA PERSIAN ROOM
Thursday April 11 4:00 P.M. Cocktails	PRESS PREVIEW OF IMPORTED SHOES Fredelle Footwear will present their collection of Italian imports for men and women. By invitation. Contact: Marie delGaldo, CH. 4-7420. Publicity: Kay Davidge, MU. 2-7433.	FREDELLE FOOTWEAR	EMPIRE STATE BUILDING SHOWROOM - 69TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 11 8:00 P.M. Dinner- Dance	SIXTH ANNUAL "APRIL IN PARIS" BENEFIT BALL "A salute to Liberty. Lafayette's Anniversary, 1757-1957". Fashions by: Pierre Balmain, Castillo-Lanvin, Jean Desses, Christian Dior, Jacques Fath, Jacques Griffe, Madame Gres and hats by leading Paris milliners. Sponsored by Air France, Cartier and Coty. Reservations--\$125.00; contact:EL.5-5725.	"APRIL IN PARIS" BALL	WALDORF-ASTORIA GRAND BALLROOM
Friday April 12 9:30 A.M. Coffee	PRESS PREVIEW OF "GOING WEAR" FASHION SHOW Travel fashions, made of miracle fibers, presented by Franklin Simon in cooperation with Scandinavian Airlines. By invitation only. This will be repeated in a complete show at <u>Town Hall, Thursday, April 18 at 5:30 P.M.</u> Tickets free (2 per person), contact: Town Hall, 123 W. 43rd St. Publ: Lubar & Singer (Jackie Alden) 32 East 39th St., OX. 7-4998.	FRANKLIN SIMON	3RD FLOOR TUREEN TERRACE
Friday April 12 12:00 Noon Luncheon	TWENTIETH ANNUAL AWARD LUNCHEON Lord & Taylor presents their Twentieth Annual Award Luncheon, Miss Dorothy Shaver presiding. Price: \$6.50. Contact: Elizabeth White, WI. 7-3300.	LORD & TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
Sunday April 14- April 27	FIRST U.S. INT'L WORLD TRADE FAIR Over 3,000 exhibitors will display textiles, fashions, home furnishings, household equipment, food products, automobiles, etc. <u>Press Preview--Sat.,</u> April 13. Admission 90¢. Open to public: Fri., Sat., and Sun. Open to buyers: Mon., Tues., Wed., and Thurs. Publicity: David Jacobson, PL.1-3950.	U.S. WORLD TRADE FAIR (331 MADISON AVENUE)	NEW YORK COLISEUM COLUMBUS CIRCLE
April 15	HOLY WEEK (April 15 - April 20).		
April 15	FEDERAL AND NEW YORK STATE INCOME TAXES DUE.		
Beginning Monday April 15 9:00 A.M.	OPENING: SUMMER AND FALL COLLECTIONS Will Saunders of Arkay, Rappi (misses & jrs.) and Anne Fogarty of Margot, will present their "Late Summer and Back to School" fashions. Contact: Margot--Nancy English; Arkay and Rappi--Honi Greenberg, LO. 5-2625.	ARKAY; RAPPI, INC.; MARGOT DRESSES	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Beginning Monday April 15	OPENING OF PARIS MID-SEASON COLLECTIONS Members of Paris Couture will hold their mid-season showings. Contact: Chambre Syndicale, 102 Rue du Faubourg, St. Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
April 16	PASSOVER--First Day (Tuesday) -- Begins Monday at Sundown (April 16-23).		
Tuesday April 16 12:30 P.M.	SHOWING OF SPRING- SUMMER DRESSES "Forever Young" Spring and Summer dresses. Commentator: Paulette Goddard. Press invited. Open to public. Publicity: Arthur See, LA. 4-7000.	SAKS-34TH	5TH FLOOR
Wednesday April 17 12:30 P.M. Luncheon	SPRING-SUMMER FASHIONS BY DAVID CRYSTAL Best will present suits, dresses and separates by David Crystal. (<u>Note</u> <u>Change of Date</u>). Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publ:--Best: Helen Latham, PL. 9-2000; David Crystal: Terry Mayer, BR. 9-6560. Waldorf Fashion Director: James Lawlor, EL. 5-3000.	BEST & CO.	WALDORF-ASTORIA EMPIRE ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday April 18 9:30 A.M. Breakfast	PRESS PREVIEW OF SUMMER FASHIONS A preview of Summer fashions from Macy's Little Shop. By invitation only. Publicity: Barbara Moskowitz, OX. 5-4400, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM

EASTER ACTIVITIES IN NEW YORK CITY

Saturday April 20 2:00 P.M.	ELEVENTH ANNUAL EASTER EGG-ROLLING CONTEST Arnold Constable will present their eleventh annual Easter egg-rolling contest, in cooperation with the Department of Parks. For children, 5 through 13 years of age. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	CENTRAL PARK GREAT LAWN (80 ST.)
Sunday April 21 12:00 Noon- 4:30 P.M. Brunch	SPRING FASHIONS AT EASTER SHOW "Pink Champagne and Roses"--Easter fashion show by Seymour Jacobson. Hats--Cesar Rubio. Panel of male celebrities will judge hats of women attending. Reservations--\$5.00; contact: Mr. Gilbert, CI. 6-7700. Seymour Jacobson Publicity: Peggy Cantor, WI. 7-1228.	SEYMOUR JACOBSON, INC.	HAMPSHIRE HOUSE FOUNTAIN ROOM
Sunday April 21 12:30 P.M. Luncheon	EASTER LUNCHEON FASHION SHOW Summer fashions by Pauline Trigere will be presented for benefit of Damon Runyon Fund in memory of Humphrey Bogart. Fashions available at Bonwit Teller. Hats--Mr. John. Sponsored by Savarin Coffee and Parfums Evyan. Reservations--\$25.00, including champagne. Contact: Beverly Schrank, EL. 5-5725. Publicity: James Lawlor, EL. 5-3000.	DAMON RUNYON CANCER FUND	WALDORF-ASTORIA STARLIGHT ROOF
Sunday April 21 1:00 P.M. Luncheon	BENEFIT FASHION LUNCHEON ON EASTER SUNDAY "Beauty, Bonnets and Benefit"--for benefit of Visiting Nurse Service of N.Y. Jewels by Cartier. Famous husband and wife couples will judge and award prizes for hats. Reservations--\$8.00. Contact for John Frederics: Joe Mann, CO. 7-7745. Contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	JOHN FREDERICS; CARRIE MUNN	HOTEL PIERRE COTILLION ROOM
Sunday April 21 1:00 P.M. Luncheon	MILLINERY FASHIONS AT EASTER LUNCHEON Mr. John will present his Easter millinery collection. Reservations--\$8.00. Contact: Banquet Dept., PL. 5-1000. Mr. John Publicity: Toni Woodward, MU. 8-4905. Produced by Mary Alice Rice, CI. 6-1790.	MR. JOHN, INC.	HOTEL AMBASSADOR TRIANON ROOM
Sunday April 21 1:00 P.M. Luncheon	EASTER SUNDAY FASHION LUNCHEON Ready-to-wear by Givenchy; perfumes--Evyan; hats--Irene, modelled by girls from "The Ziegfield Follies". Reservations--\$7.00. Contact: EL. 5-2600. Savoy Plaza Publ: Arnold Jurdem, EL. 5-2600. Givenchy Publ: Ruth Hammer Assoc., EL. 5-7872.	GIVENCHY UNIVERSITÉ; PARFUMS EVYAN	HOTEL SAVOY-PLAZA SAVOY ROOM
Sunday April 21 1:15 P.M. Luncheon	BENEFIT MILLINERY LUNCHEON For benefit Judson Health Center. Furs: Revillon. Reservations--\$9.00. Contact: Banquet Dept., PL. 9-3000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	EMME	HOTEL PLAZA RENDEZ-VOUS ROOM

(continued on next page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>EASTER ACTIVITIES IN NEW YORK CITY (continued)</u>			
Sunday April 21 1:00 P.M.- 4:00 P.M. Luncheon	EASTER LUNCHEON FASHION SHOW The 7th Annual Sister Kenny Easter Luncheon with a showing of dresses by Oleg Cassini; hats--Irene; sportswear--Julietta of Rome; parfums--Lanvin; jewels--Harry Winston and an International Children's Fashion Show. Tickets: \$15.00, contact: Martha Palmer, 500 Fifth Ave., OX. 5-5262.	SISTER ELIZABETH KENNY FOUNDATION	HOTEL AMBASSADOR BALLROOM
Sunday April 21 4:00 P.M.- 8:00 P.M.	ANNUAL PARADE OF "DOGS & DOLLS" Benefit for animal adoption service of A.S.P.C.A., with a parade of adopted dogs. Models will wear hats by Mr. John. Commentator: Faye Emerson. Price--\$5.00, contact: Mrs. George F. Elliott, PL.5-1650.	FOR BENEFIT OF A.S.P.C.A.	HOTEL PIERRE ROOF GARDEN
Tuesday April 23 10:00 A.M. Breakfast	PRESS PREVIEW OF BEACH FASHIONS Gimbels will preview their Summer Beach Shop collection to the press. By invitation. Publicity: Margot Infantino, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR BRIDAL SALON
Tuesday April 23 1:00 P.M. Luncheon	BENEFIT LUNCHEON AND FASHION SHOW "Charm and Charity"--Spring and Summer fashions will be presented by Ann Cox for the benefit of St. Luke's Hospital Auxiliary. Reservations--\$7.50. Contact: Mrs. Wheadon Grant, RE. 7-6508. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	ANN COX (23 WEST 57TH ST.)	HOTEL PIERRE BALLROOM
Tuesday April 23 2:30 P.M.	SUMMER FASHIONS BY JERRY GILDEN Russeks will present Jerry Gilden's Summer collection. <u>Press invited Monday, April 22 at 11:00 A.M.</u> Publicity: Virginia Woodruff, WI. 7-1900.	RUSSEKS FIFTH AVENUE	5TH FLOOR
Tuesday April 23 All Day	PREVIEW OF FALL COLLECTION A showing of Max Milstein's advance Fall collection of coats and suits. (<u>Note Change of Date</u>). By appointment only. Contact: WI. 7-4223.	MAX MILSTEIN	230 WEST 39TH STREET SHOWROOM
Thursday April 25 12:30 P.M. Luncheon	INTERNATIONAL FASHION SHOW International Honor Award fashion show for benefit of N.Y. Infirmary. Reservations: \$10.00, contact: Lois Best, MU. 6-6333. Publ.: Vera Haggerty of Rogers & Cowan, PL. 9-6272. Fashion Coord: Leslie Cunningham, TE.8-0554.	SLNDERELLA, INT'L	WALDORF-ASTORIA SERT ROOM
Thursday April 25 12:30 P.M. Luncheon	SHOWING OF SUMMER COTTONS Showing of Toni Owen fashions in Galey & Lord cottons, available at B. Altman. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Toni Owen Publicity: Rosemary Sheehan, CI. 7-8060. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	TONI OWEN (498 SEVENTH AVE.)	HOTEL PLAZA PERSIAN ROOM
Friday April 26- April 28	3RD INTERNATIONAL ART FILM FESTIVAL More than 200 films, from more than 30 countries, will be shown for selection of best art films made since 1953. Contact: Sidney Berkowitz or Julia Raymond, TR. 9-9880.	METROPOLITAN MUSEUM OF ART	5TH AVENUE & 82ND ST.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
April 28- May 4	NATIONAL BABY WEEK. Contact: Earnshaw Publications, 101 West 31st Street, LO. 5-2742.		
Monday April 29 12:00 Noon Luncheon	ANNIVERSARY LUNCHEON The 10th anniversary and "Trail Blazer Awards" luncheon by the National Home Fashions League. Speaker: Douglas Haskell, Architectural Forum. (Prices and more details later). Contact: Josephine Brush, TE. 8-5133.	NAT'L HOME FASHIONS LEAGUE (767 LEXINGTON)	HOTEL ROOSEVELT BALLROOM
Tuesday April 30 9:30 A.M. Breakfast	FALL KNITWEAR BY RITA JACOBS Fall knitted dresses, coats and costumes, designed by Rita Jacobs. <u>Showing at 9:30 A.M.</u> By invitation. Publicity: Donna Cannon, MU. 7-5447.	JOSEPH GUTMAN (1407 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Tuesday April 30 12:30 P.M. Luncheon	LACE FASHIONS AT LUNCHEON SHOW "Lace...Above All in Fashions"--showing of dresses, hats and accessories available at Gunther Jaeckel. (<u>Lace Festival</u> , May 1-May 31). Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Publ.: Gunther Jaeckel--Mrs. Pleasants Pennington. Publ.: Lace Inst.--Gladys Steiner, PL. 1-2820. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	THE LACE INSTITUTE & GUNTHER JAECKEL	HOTEL PLAZA TERRACE ROOM
Tuesday April 30 2:30 P.M.	SUMMER FASHIONS BY SUZY PERETTE Russeks will present the Suzy Perette Summer collection. <u>Press invited Monday, April 29 at 11:00 A.M.</u> Publ.: Virginia Woodruff, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR
Tuesday April 30 5:00 P.M. Cocktails	COCKTAIL PARTY BY GUILD MEMBERS For press and trade. By invitation. (Members include: Delman, Evins, Fox Shoe Co., Jerro Bros., Margaret Jerrold, Herbert Levine, Frank Lipare, Inc., John Marino & Sons, I. Miller & Sons, Newton Elkin, Palter DeLiso, Riviera Shoes, Seymour Troy, Simone, Wolsam Ltd. and Zuckerman & Fox--showing from Monday, April 29 at their individual showrooms). Cont: John Jerro, MU.4-3191.	GUILD OF BETTER SHOE MANUFACTURERS	ST. REGIS HOTEL ROOF
Thursday May 2 9:30 A.M.- 3:00 P.M.	FASHION & GROOMING FOR OLDER PEOPLE All-day program, with four fashion shows and demonstrations, with fashions created expressly for the purpose by Tom Brigance and Sally Victor. Open to trade. Press admitted between showings, and after 3:00 P.M. Publicity: Alfred Taylor at Federation, 207 Fourth Avenue, SP. 7-4800.	FEDERATION PROTESTANT WELFARE AGENCIES, INC.	CHRIST CHURCH AUD. PARK AVE. AT 60TH ST.
Thursday May 2 12:30 P.M. Luncheon	SHOWING OF SUMMER FASHIONS Mr. Mort's Summer fashions will be presented at luncheon, available at Saks Fifth Avenue. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Mr. Mort contact: Jean Ring, OX. 5-4760. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MR. MORT, INC. (498 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
Thursday May 2 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL SPORTSWEAR Mr. John will introduce "The Together Look for 1957-'58" in sportswear fashions for Suburbia, USA. (<u>Note Change of Date.</u>) By invitation only. <u>Trade opening Tuesday, May 7 at 10:30 A.M.</u> Continuous thereafter. Contact: Harriette Reines, LO. 3-7900. Publ: Toni Woodward, MU. 8-4905.	MR. JOHN-SUBURBIA USA	525 SEVENTH AVENUE SHOWROOM - 17TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 2 4:00 P.M. Cocktails	FALL AND WINTER FASHION SHOW Dresses, intimate apparel, children's and outerwear will be presented to specially written music. By invitation. Contact: Press-Dorothy Gromann, LO. 3-6400, Ext. 404; Trade--Betty Jane Perrine, Ext. 370.	DUPONT COMPANY	HOTEL BILTMORE GRAND BALLROOM
Friday May 3 12:30 P.M. Luncheon	SHOWING OF SUMMER FASHIONS Available at Bonwit Teller. Press by invitation. Public by reservation; contact: PL. 5-1000. Oleg Cassini Publicity: Alfred Davidson Assoc., PL. 5-0868. Produced by Mary Alice Rice, CI. 6-1790.	OLEG CASSINI (498 SEVENTH AVE.)	HOTEL AMBASSADOR GRAND BALLROOM
Friday May 3 6:30 P.M. Dinner	DINNER HONORING OUTSTANDING MERCHANTS Price: \$25.00. (<u>Brand Names Week</u> , April 28 - May 4.) Contact: Tom Court or Albert Meser, MU. 5-0888.	BRAND NAMES FOUNDATION (437 FIFTH AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
Sunday May 5 5:00 P.M. Tea Dance	BENEFIT FASHION TEA DANCE Vera Maxwell and other leading designers will present a pageant for benefit of Sheltering Arms Children's Service. Clothes available at Lord & Taylor. Reservations--\$10.00. Contact: Florence Riley, OR. 9-4242. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	LEADING DESIGNERS	HOTEL PIERRE COTILLION ROOM
Sunday May 5- May 9	FALL AND WINTER SHOE FASHIONS 18th Semi-annual showing of shoes for men, women and children, co-sponsored by Nat'l Ass'n of Shoe Chain Stores and New England Shoe and Leather Ass'n. Co-mgrs: Edward Atkins and Maxwell Field. Contact: MU. 2-8705.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTELS NEW YORKER & SHERATON-McALPIN
Tuesday May 7 9:30 A.M. Breakfast	PRESS PREVIEW OF SUMMER COTTONS Cottons from Macy's "By The Sea" Shops. By invitation only. Publicity: Barbara Moskowitz, OX. 5-4400, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
May 7 10:30 A.M.	MR. JOHN-SUBURBIA USA FALL TRADE SHOWING AT 10:30 A.M. (See Page 6) Contact: Harriette Reines, LO. 3-7900.		
Tuesday May 7 12:00 Noon	CHILDREN'S DIVISION LUNCHEON MEETING Chairman: Beryl Tucker. (Prices and more details later.) Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR GRAND BALLROOM
Thursday May 9 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Showing of Richard Cole's Summer fashions, available at leading stores. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RICHARD COLE, INC. (498 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
Thursday May 9 4:00 P.M.	PRESS PREVIEW OF FALL COLLECTION By invitation only. <u>Trade opening</u> May 14 at 1:00 o'clock. Publicity: Vera Bacal or Fredy Schey, 419 East 57th Street, PL. 3-8421.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Sunday May 12	MOTHER'S DAY. Theme: "Everybody Remembers Mom." Contact: Arthur Freeman, 129 West 30th Street, LO. 5-4700.		

DATEWHAT'S GOING ONGIVEN BYWHEREFALL OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)

Beginning	LARRY ALDRICH CO., INC.	530 7th Ave. (12 Fl.)	CH. 4-1872
Monday	BEN BARRACK, INC.	498 7th Ave. (7 Fl.)	LO. 4-3923
May 13	HARVEY BERIN LTD.	530 7th Ave. (7 Fl.)	PE. 6-0206
	BY BRANELL.	530 7th Ave. (27 Fl.)	PE. 6-6983
	WILLIAM FOX, INC.	530 7th Ave. (21 Fl.)	OX. 5-4070
	ED GERRICK, INC.	550 7th Ave. (7 Fl.)	LO. 4-1820
	A. GOODMAN & CO., INC.	530 7th Ave. (17 Fl.)	WI. 7-4076
	GRABOIS.	498 7th Ave. (5 Fl.)	CH. 4-2767
	GROBE ORIGINALS, INC.	498 7th Ave. (16 Fl.)	BR. 9-8394
	HARMAY	498 7th Ave. (22 Fl.)	PE. 6-5547
	JACK HORWITZ ASSOCIATES	498 7th Ave. (9 Fl.)	LO. 4-1860
	JOBBER, INC.	530 7th Ave. (20 Fl.)	PE. 6-1938
	JUNIOR SOPHISTICATES	498 7th Ave. (4 Fl.)	LO. 4-0462
	NAT KAPLAN, INC.	498 7th Ave. (21 Fl.)	LO. 5-4115
	DAVID LEVINE CO.	530 7th Ave. (21 Fl.)	LA. 4-0237
	ROSALIE MACRINI, INC.	550 7th Ave. (11 Fl.)	CH. 4-2655
	PAUL PARNES CORP.	498 7th Ave. (10 Fl.)	CH. 4-4600
	REICH-GOLDFARB CO., INC.	498 7th Ave. (7 Fl.)	WI. 7-5374
	BEN REIG, INC.	498 7th Ave. (23 Fl.)	CH. 4-1542
	RUDOLF GOWNS	530 7th Ave. (12 Fl.)	WI. 7-6865
	MARTIN SIMON, INC.	498 7th Ave. (7 Fl.)	LA. 4-2877
	HERBERT SONDHEIM, INC.	530 7th Ave. (20 Fl.)	LA. 4-7540
	SUZANNE-AUGUSTINE, INC.	1 W. 47 St. (7 Fl.)	PL. 7-3465
	HANNAH TROY, INC.	530 7th Ave. (2 Fl.)	LO. 3-0988
	SAMUEL WINSTON, INC.	530 7th Ave. (11 Fl.)	CH. 4-2617
	Contact: Leonard W. Gendler, Exec. Secy, FOGA, 1440 B'way,		CH. 4-6945.

Wednesday	PRESS PREVIEW	MACY'S NEW YORK	13TH FLOOR
May 15	PARTY		EXEC. DINING ROOM
9:30 A.M.	"Live Light...It's Summer"--Showing for fashion and homefurnishings press.		
Breakfast	By invitation only. Publicity: Barbara Moskowitz,	OX. 5-4400.	

Wednesday	PREVIEW OF COLLEGE	MASKET BROS.	498 SEVENTH AVENUE
May 15	AND FALL COLLECTIONS		SHOWROOM - 9TH FLOOR
12:00 Noon	Masket Bros. will preview their sportswear collections designed by Pembroke		
Luncheon	Squires and Frank Smith. Also, a new line of knitwear including imported		
	Shetlands, wools and cashmere dressmakers from their new division,		
	Inverness Knitwear Corp. By invitation only. Contact: Bernard Masket,		
	BR. 9-7160.		

Thursday	LEATHER COSTUMES	PHILIP SILLS	HOTEL PIERRE
May 16	BY BONNIE CASHIN	(39 W. 37TH ST.)	COTILLION ROOM
9:30 A.M.	Preview of Fall collection of leather coats, suits and separates designed		
Breakfast	by Bonnie Cashin; including daytime, at home and evening skirts. By		
	invitation only. Publicity: Donna Cannon, 505 Fifth Ave.,	MU. 7-5447.	

Monday	PRESS PREVIEW OF	MILLIKEN WOOLENS, INC.	HOTEL STATLER
May 20	WOOLEN FASHIONS	(1407 BROADWAY)	CAFE ROUGE
8:00 A.M.	Special press showing before the annual Milliken breakfast shows, present-		
Breakfast	ing fabric information and fashions in Milliken fabrics for Fall, 1957.		
	Showing at 8:30 A.M. Daily thereafter, except Mondays from May 21 - June		
	21. Admission by ticket only. Contact: Julie Buddy, LO. 3-5200.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 20 11:30 A.M.	PRESS PREVIEW: FALL COAT & SUIT COLLECTION George Carmel's Fall coat and suit collection. By invitation only. <u>Trade showings thereafter at 10:30 A.M.</u> Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Monday May 20 5:00 P.M. Cocktails	PREVIEW: FALL COUTURE COLLECTION Jane Derby's Fall couture collection. By invitation. <u>Trade at 10:30 A.M.</u> , May 21, 22, 23, 24. Contact: Estelle Marr, LA. 4-9350. Publicity: Eleanor Lambert, MU. 8-2130.	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday May 20- May 25	ANNUAL NATIONAL COTTON WEEK Theme: "Pick Your Cottons Now"--27th annual National Cotton Week. Contact: Richard Alexander or Margot Herzog, BR. 9-4920.	NATIONAL COTTON COUNCIL (112 WEST 34TH STREET)	THROUGHOUT THE COUNTRY
<u>FALL COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.</u>			
Beginning	DAVIDOW.	550 Seventh Avenue.	FE. 6-6909
Monday	DAVID M. GOODSTEIN, INC.	498 Seventh Avenue.	LA. 4-2577
May 20	KANE-WEILL.	498 Seventh Avenue.	LO. 5-3041
	ZOLTAN ROSENBERG CO.	550 Seventh Avenue.	LA. 4-6691
	SPORT-CRAFT, INC.	550 Seventh Avenue.	LA. 4-9724
Tuesday May 21 9:00 A.M. Breakfast	PREVIEW OF FALL LEATHER FASHIONS Samuel Robert will present the Fall collection of leather coats, dresses, jackets and ensembles. By invitation only. Continuous trade showings thereafter in showroom. Publicity: Joan Idestrom, at Alan W. Bell Co., Inc., 437 Fifth Ave., MU. 4-1594.	SAMUEL ROBERT (1407 BROADWAY)	HOTEL AMBASSADOR BALLROOM
Tuesday May 21 9:00 A.M. Breakfast	BACK-TO-SCHOOL FASHION CLINIC "Subteen Fashion Rush"--panel of experts, market round-up, and fashion show to forecast trends of the new season. Admission by ticket only, for trade press and merchandisers. Publicity: Pat de Sernia, MU. 2-2505.	THE AMERICAN GIRL MAGAZINE	HOTEL NEW YORKER BALLROOM
Tuesday May 21 11:00 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION Preview of Seymour Fox's Spring coats and suits. By invitation. <u>Trade showings at 10:00 A.M., May 22, 28, June 4, 5, 11.</u> By appointment. Contact: Sally McDonald, LO. 4-3246.	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Thursday May 23 8:45 A.M. Breakfast	OUTERWEAR FASHIONS FOR CHILDREN AND TEENS Morton Karten will present his international outerwear designs for children and teens to press and trade. Staging: Steve Radow. By invitation only. Contact: Patricia Sullivan, LO. 5-1160. Publicity: Lee Ballard at Princeton Knitting Mills, 450 Seventh Ave., OX. 5-0730.	MORTON KARTEN, INC. (520 EIGHTH AVE.)	HOTEL PLAZA GRAND BALLROOM
Tuesday May 28 11:00 A.M.	PREVIEW OF FALL COATS AND SUITS Preview for press and resident buyers of Frank Gallant Originals--coats and suits for Fall. By invitation. <u>Trade showings from Tues., June 4 at 11:00 A.M.</u> Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT ORIGINALS	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
May 30	MEMORIAL DAY--Legal Holiday (Thursday).		

MOVIES...MUSIC...THEATRE...OPERA...BALLET

Wednesday
April 10-
April 21
OPENING: "THE MERRY WIDOW" N.Y. CITY CENTER, 131 WEST 55TH STREET
Jan Kiepura, Marta Eggerth and Melville Cooper will star in the musical classic, with Monique Von Dooren and Mary Ellen Moylan. Director: Felix Brentano. Sets: George Jenkins. Costumes: Paul DuPont. Lighting: Peggy Clark. Publicity: Jean Dalrymple, JU. 6-2828.

Thursday
April 11
12 Midnight
PREMIERE: "THE STRANGE ONE" ASTOR THEATRE, BROADWAY & 45TH ST.
The Equity Library Theatre will be the beneficiary of the special midnight world premiere. Ben Gazzara will make his starring debut in films. Julie Wilson, Mark Richman, George Peppard and Arthur Storch will be featured. Publicity: Hortense Schorr, PL. 1-4400.

Saturday
April 13
OPENING: "SHINBONE ALLEY" BROADWAY THEATRE, B'WAY & 53RD STREET
Eartha Kitt and Eddie Bracken with Erik Rhodes will star in a musical adapted from the Don Marquis stories about "archy and mehitabel", with music by George Kleinsinger and lyrics by Joe Darion. Choreography: Rod Alexander. Producer: Peter Lawrence. Director: Norman Lloyd. Sets: Eldon Elder. Costumes: Motley. Lighting: Tharon Musser. Publicity: George Ross, BR. 9-5906.

Saturday
April 13
LIVES AND WORKS OF NEW YORK HISTORICAL CENTRAL PARK WEST &
N.Y.C. AUTHORS, ON FILM SOCIETY 77TH STREET
Sat., April 13: Edgar Allen Poe's PHANTOM OF THE RUE MORGUE. Sat., April 20: Walt Whitman's BACKGROUND FOR HIS WORKS; Stephen Foster's I DREAM OF JEANNIE. Sat., May 11: Mark Twain's A MAN WITH A MILLION. Sat., May 18: Edith Wharton's THE OLD MAID. Sat., May 25: O'Henry's FULL HOUSE. Publicity: Susan McMahon, TR. 3-3400.

Sunday
April 21-
May 4
OPENING: BALLET RUSSE de MONTE CARLO MET. OPERA HOUSE, B'WAY & 39TH ST.
Starring guest artists, Alicia Alonso, Alexandra Danilova, Frederic Franklin, Nina Novak, Igor Youskevitch. Director: Sergei J. Denham. Publicity: Walter Alford, PL. 5-3631.

Thursday
April 25
OPENING: "THE FIRST GENTLEMAN" BELASCO THEATRE, 111 WEST 44TH ST.
Alexander H. Cohen and Ralph Alswang will present the London success starring Walter Slezak, Helen Burns and Dorothy Sands, with Clarence Derwent and Inga Swenson. Director: Tyrone Guthrie. Sets and lighting: Ralph Alswang. Costumes: Motley. Publicity: Harvey Sabinson, CI. 6-0856. After May 20th: THE MARTIN BECK THEATRE, 302 West 45th Street.

Wednesday
May 8
OPENING: "THE GREATEST MAN ALIVE" SHUBERT THEATRE, 225 WEST 44TH ST.
Dennis King will star in a comedy presented by Frederick Fox - Elliot Nugent - John Gerstad. Featured players: Russell Collins, Kathleen MacGuire and Biff McGuire. Director: Mr. Nugent. Lighting, sets and costumes: Frederick Fox. Publicity: George Ross, BR. 9-5906.

Thursday
May 9
OPENING: "NEW GIRL IN TOWN" 46TH ST. THEATRE, 220 W. 46TH ST.
Frederick Brisson, Robert E. Griffith and Harold Prince will present a new musical, based on the play "Anna Christie" by Eugene O'Neill. The cast will star Gwen Verdon and Thelma Ritter, featuring George Wallace, Cameron Prud'homme, Mark Dawson and Lulu Bates. Book and Director: George Abbott. Music & Lyrics: Bob Merrill. Dance and musical numbers staged by Bob Fosse. Sets and costumes: Reuben Ter-Arutunian. Publicity: Reuben Rabinovitch, LA. 4-1839.